10 Promises you'll receive from PBSI
And why they're important to your success

The right questions will help you discern the likelihood of **YOUR** success with an IT Supplier.

Let's agree on some facts:
- Every IT vendor has learned to put their best foot forward, in a pre-sales environment.
- Every IT vendor knows how to describe what CAN and SHOULD happen to clients.
- Your practice can't afford to make a mistake.

You **DON'T** want to know: **CAN** this IT supplier provide great service?
You **DO** want to know: **DOES** this IT supplier provide great service, all the time?

10 Promises you'll receive from PBSI

1. **We'll make it easy for you to contact support, and always respond within 15-30 minutes**
2. **PBSI Response Guarantee - We'll _resolve_ quickly,… not just _"respond"_ quickly**
3. **PBSI Value Guarantee - We'll write off any bill you don't think is fair**
4. **Service Scheduling and Dispatching – We'll do what we promise, and call if we can't**
5. **We'll monitor your network – 24x7 - hardware AND software – _Customized_ Monitoring is critical**
6. **We'll be straightforward and direct – No Geek-Speak**
7. **Long-Term Supportability – We'll maintain complete and up-to-date documentation – for you!**
8. **We'll stay active in R&D – We'll evaluate new products, and recommend those we've tested**
9. **We will be Proactive – We will make recommendations**
10. **We'll Take Responsibility - NOT Make Excuses**

Why are these promises important to you?

1. **We'll make it easy for you to contact support, and always respond within 15-30 minutes**
   a. Problem: When have you actually looked forward to calling for support?
   b. Problem: "Response" is just a start. Typical IT companies start new calls with phones answered by the least experienced staff, "escalating" through a process to elevate to "experienced" staff. This method saves the _vendor_ money, but _costs you money._
   c. Solution: At PBSI, we _insist_ on prompt response to clients, and take pride in delivering.
      i. You can always connect with support - by phone, email, or direct link from your PC
      ii. PBSI always keeps a minimum of 2 experienced techs in the office, all day, every day.
      iii. The ability to respond quickly to an IT emergency requires planning and organization.

2. **PBSI Response Guarantee - We'll _resolve_ quickly,… not just _"respond"_ quickly–**
   a. Problem: "We've been waiting, with this same problem, for days…"
   b. At PBSI, "response" is defined as someone actually working on your issue.
      i. Fast Resolution - PBSI solves problems (meaning resolved, confirmed with client, and closed) far more quickly than industry norm. **PBSI call resolution averages 1-2 hrs**
      ii. Fast response–you will speak to a live experienced technician with 15-30 min., 90% of the time. Never will you go 2 hours without a response.
      iii. Online Visibility - Fast Diagnosis results from use of online tools. PBSI technicians can see, diagnose and repair **91%** of technical issues without ever leaving PBSI offices.
      iv. Fast Onsite – **PBSI Response Guarantee** - PBSI guarantees to be in your office within 2-4 hour PBSI business hours of receipt of a critical call that can't be resolved by phone/internet. And we back it up – If your system is down for 10-consecutive business hours, you'll receive one month of free maintenance for every component we cover for you.
      v. Fast resolution - experience techs, well organized and managed, solve problems consistently

3. **PBSI Value Guarantee - We'll write off any bill you don't think is fair. Period.**
   a. Problem: "I hate being nickel & dimed!" (Who doesn't?)
   b. Problem: "I never know if I'm getting value for the IT money I'm spending"
   c. Solution: Fixed fee agreements avoid nickel & diming. At PBSI, while we are **willing** to provide hourly services (Time & Materials). However, we much prefer fixed-fee agreements where each client pays a reasonable, fixed fee for services, and PBSI delivers more than is asked and expected. Long term relationships are built on trust and mutual respect. Avoiding conflict in this area is pretty simple: If you ever disagree with a PBIS invoice, we'll write it off. (see PBSI Value Guarantee below)
   d. Solution: PBSI Value Guarantee – If a client ever receives an invoice for a service they feel is unfair, the client can contact PBSI to request adjustment. If, after discussion, the client feels the service to be unfairly billed, PBSI will agree in-advance to write off the bill. Plainly – if you don't feel a service is fair, you know in advance you won't have to pay. In 30 years, the number of clients who've "taken advantage" of this promise can be counted on a one small hand.

4. **Service Scheduling and Dispatching – We'll do what we promise, and call if we can't**
   a. Problem: "Scheduling a tech can be frustrating experience. Just do what your promise!"
   b. Problem: "Where are they!? – They were supposed to be here!? Couldn't they at least have called to tell us?"
   c. Solution: At PBSI, we'll answer the phone live whenever possible, and won't give any hassles when it comes to scheduling service. We'll communicate as accurately as possible about expected time of arrival, and we'll let you know if the technician will be late. Thank you! – We want the same thing from our suppliers.

5. **We'll monitor your network – 24x7 - hardware AND software – _Customized_ Monitoring is critical**
   a. Problem: Many IT service companies use online monitoring tools that are generic, one-size fits all. All online monitoring is not the same. Most monitoring tools will identify hardware failures and low disk space, fine as far as they go.
   b. Problem: In our practice, we use several unique programs. Generic monitoring can't tell us when a failure occurs OUR application software, or OUR brand of backup software. How would they alert me if Suzie's PC that holds financial records is not backed up?

c. Solution: PBSI customizes monitoring setup for EACH client, customizing monitored items for each server, based on specific hardware and application software in use in YOUR office.
   i. "Susie, are you having a problem with QuickBooks?" (How did PBSI know?);
   ii. John, is your Crystal Reports software working? We see that your SQL connection has failed on your PC. I can fix that for you? (How did PBSI know?);
   iii. In our practice, we use XYZ backup software and ABC online backup software for our Business Manager's PC. ("Bill, was your PC turned off last night? Your most recent backup is 2 days ago.") (How did PBSI know? – This is downright scary-cool! Now, I'm starting to see the value of customizing the online monitoring tool)

6. **We'll be straightforward and direct – No Geek-Speak**
   a. Problem: "When I call for support, they make me feel 'stupid.' I hate to call!"
   b. Problem: "They talk over my head. I don't really need to know how the thing is made – I just want it to work. What happened to, 'Sure, we can handle that?'"
   c. Solution: At PBSI, this is a regularly discussed issue. We promise: We'll do our best to understand the business issue behind every support need, and try make every communications straightforward and plain-speaking. Clients hire PBSI because we have some expertise they lack. Failure to understand technology is not a "fault", just like needing to hire a CPA is not a "fault." Mutual respect is not that hard, and it's a job requirement at PBSI.

7. **Long-Term Supportability – We'll maintain complete and up-to-date documentation – for you!**
   a. Problem: Anyone can get run over by truck or decide to change careers
   b. Solution: With PBSI, you will never be dependent on any single PBSI employee to ensure your ability to receive support into the future. How do we do that?
      i. Documentation – Each new client receives an onsite assessment, resulting in electronic documentation for each IT component, maintained constantly at PBSI
      ii. PBSI documents each and every phone call and service encounter in a customer relationship management (CRM) tool. No, not for CYA – We do this to insure that whoever you speak with today is up-to-speed with everything from yesterday and prior. Who, what, when, actions, next steps…. All of it.
      iii. PBSI does the things that in-house IT departments usually leave until last, and frequently skip. At PBSI, we know how important documentation is for long-term supportability, and we insist on it – every call, every day.

8. **We'll stay active in R&D – We'll evaluate new products, and recommend those we've tested**
   a. Problem: "I have to be paying attention to all these IT issues – I already have a job!"
   b. Problem: "They never seem to learn about new technology until I ask. I wonder if my vendor is investing time in learning new things?"
   c. Solution: Active R&D, and active communications. PBSI actually has a Vice President who has "R&D" in his title. PBSI monitors new technology, and regularly, proactively updates products offered and products supported. In the IT world, available technology changes almost daily. PBSI is paying attention on your behalf.
   d. PBSI is a shared resource for all clients: If you're wondering about something new, you can call us any time and ask general or specific technology questions - any time - no charge.

9. **We will be Proactive – We will make recommendations**
   a. Defining proactive: "PBSI called us to tell us we had a PC low on memory – is it running slowly?" (How did they know?); "Yesterday, Brad from PBSI asked us if our internet was running slowly" (How did they know?); "Thanks, PBSI, for your call this morning, 'your backup didn't finish successfully last night!' Now, I'm starting to see–this is what it means to be proactive!"
   b. Problem: "Our IT support never calls me to recommend anything. No improvements get made to our office IT unless WE raise a question or WE make a call."
   c. Solution: Online monitoring by experienced staff
      i. Hardware monitoring - PBSI help desk staff is constantly monitoring each server and each PC in every client office, from a single consolidated dashboard that displays problems, alerts, and unusual events, 24x7. As often as not, PBSI staff sees problems BEFORE they are reported by a client. (Server/PC failure, low disk space, low memory, hard drive registering non-fatal errors, printer out-of-service, etc.). Most issues that arise can be resolved without an on-site visit.
      ii. Software monitoring – Just as important as hardware, software issues show up on the same dashboard, and are frequently resolved before the client even knows something was amiss. These include sometimes-critical issues like backup failure, remote-access failure, internet slowdown, firewall security alerts, virus or malware issues, or patch-management issues.

10. **We'll Take Responsibility - NOT Make Excuses**
   a. Problem: Don't you hate it when things always seem to be the fault of someone or something beyond vendor control? And you wonder, "Really? The biggest problem around, "that's not our problem" is that it puts responsibility for solution directly back on the shoulders of a client who's paying for someone to handle exactly this kind of event! When an IT issue occurs, a client must NEVER hear, "Sorry, we've done all we can do."
   b. Solution: At PBSI, we've created a culture around taking responsibility. While it is true that some events will occur beyond our control, the only acceptable answer to a client must include: "Here's what I'm going to do, or here's what I think we should do next, and with your permission, I'll continue to monitor this until your issue is resolved. After all, if you employed an in-house IT person, that's what you'd want them to do. And that's what you'll receive from PBSI. You gave us a job (IT support). It goes with the territory that some things will arise that no one caused. Yep, that's our job. We'll handle it. That's taking responsibility!

For more information or advice regarding choosing or implementing effective IT Services, feel free to contact us: ITSales@pbsinet.com 800-626-2306   www.pbsinet.com/medical

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